GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3902
ANSWERED ON:13.12.2000
REPRODUCTIVE AND CHILD HEALTH PROGRAMME .
CHANDRA BHUSHAN SINGH

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government have evolved a draft social marketing policy for effective implementation of the reproductive and child health programme;

(b) if so, the details thereof;

(c) whether the Government have asked the States to constitute empowered action groups at the State and district levels in this regard; and

(d) if so, the response received from the State Governments?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a) to (d) Government is in the process of formulating a draft strategy for social marketing. The draft strategy is not finalized. The role and responsibility of the State Governments in connection with social marketing will be considered as and when the strategy paper is finalised.